

# Think about it...



## UNDERAGE DRINKING PREVENTION New Year's Eve, 2001





# THINK ABOUT IT...

## THE POWER OF YOUTH

### WHAT ARE THE THINK ABOUT IT... CAMPAIGNS?

In 2001, SADD National entered into a cooperative agreement with NHTSA to develop four campaigns to be used by high school SADD chapters to make young people's lives safer. Intended to combat underage drinking, other drug use, and impaired driving, these campaigns will be launched throughout the year at times when teens are most at risk and most open to hearing positive messages.

**Think About It ... New Year's Eve: The Power of Commitment** will give students the tools to plan exciting all-night, substance-free New Year's Eve celebrations. SADD chapters will take the lead in organizing this activity for their school communities by getting support from parents, teachers, local law enforcement, businesses and the media. This initiative will help students to start the New Year by resolving to be safe and by providing a fun, supervised alternative to potentially dangerous situations.

**Think About It ... Spring Break: The Power of Teamwork** will be launched in schools prior to spring vacations. This effort will feature alternative activities in conjunction with National Youth Service Day. The goal is to emphasize the value of teamwork in promoting safe decision-making and in helping others.

**Think About It ... Summer Waves: The Power of Communication** will launch a nationwide media campaign for the summer months when it can be difficult for SADD chapters to reach teens. Summer Waves will target teens as they take part in a variety of summer activities. By encouraging students to make safe decisions during this unstructured but busy time of year, SADD hopes to reduce the number of summer-time alcohol-related deaths among youth.

**Think About It ... September Startup: The Power of Friendship** will be launched nationally during the last week of September. By emphasizing shared responsibilities among students for their decisions and for the decisions of their friends, this campaign will encourage teens to consider the impact their choices will have on others. This campaign will focus on seat belt awareness, communications with family, and positive peer pressure.

The Power of SADD Power Pledge encourages students to commit to make the following choices for safety:

- Support SADD's No Use Policy for drugs and alcohol
- Never ride with an impaired driver
- Drive safely
- Work as part of a team to spread these messages
- Communicate with friends and family
- Encourage friends to do the same

Rather than telling teens what not to do, the **Think About It ...** campaigns put the responsibility back on teens to learn the facts, make the best decisions, and then help their friends to do the same. SADD believes in the power of young people and their ability to make good, intelligent decisions. SADD encourages everyone to just **Think About It ...**

For more information on this new partnership, please contact Daniella Defilippo, SADD Program Coordinator, at 1-800-877-SADDINC or via e-mail at [danielladefilippo@msn.com](mailto:danielladefilippo@msn.com).





# THINK ABOUT IT...

## THE POWER OF YOUTH

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### NOYS YOUTH CELEBRATE NEW YEARS SAFELY!

The National Organizations for Youth Safety (NOYS) youth representatives developed a special guide for youth to use while planning special celebrations. Any youth group planning to celebrate and expecting to do so in a substance-free environment can order this planner; Make Your Parties Rock...Substance Free, from the National Highway Traffic Safety Administration. The kit has been adapted for use by SADD chapters in their **Think About It...** campaign. SADD is one of more than forty national youth-member and youth-serving organizations that meet regularly to collaborate on national efforts to reduce youth involvement in traffic crashes.

This planner, ordering information and additional ideas for celebrating New Year's Eve safely can be found on the NOYS web site, [www.noys.org](http://www.noys.org). The

more than forty member organizations are also available for advice and additional resources through links on the web site and through e-mail messages to the NOYS web master.

Empowering youth to be a part of the process and the solution, not a part of the problem, is one of the goals of the NOYS coalition. Through leadership training, the development of tools and other resources, and speaking out as advocates for traffic safety issues, NOYS involves youth in all aspects of planning and development.

A tool kit for youth advocacy, Speak Out and Make NOYS, also developed by NOYS youth, can help youth groups understand the most effective and efficient methods of conducting health and safety efforts. This tool kit is also available to order or download through either the NHTSA ([www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)) or the NOYS web sites ([www.noys.org](http://www.noys.org)).





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# THINK ABOUT IT...

## THE POWER OF YOUTH

### SADD'S NEW FOUR SEASON NATIONAL CAMPAIGN

Earlier this year, Students Against Destructive Decisions (SADD) entered into a cooperative agreement with the National Highway Traffic Safety Administration (NHTSA) to develop a campaign that will mobilize SADD chapters nationwide during the Winter, Spring, Summer and Fall seasons to promote responsible decision making among America's youth about using alcohol, drugs and driving impaired.

### THE POWER OF AMERICA'S YOUTH

Adopting a social norming approach, the campaign is based on creating positive peer pressure, focused on the reality that most teens obey the law and don't drink, use drugs or drive impaired. The **Think About It ...** campaign is about teens taking a leadership role in working with local traffic safety partners, criminal justice partners and youth safety organizations to educate their peers about the power of young people and their ability to make good, intelligent decisions as well as make a lasting impact in their communities.

### THE POWER OF SADD & NOYS - CREATING COMMUNITY YOUTH LEADERS

SADD is a member of the National Organizations for Youth Safety (NOYS), which represents a coalition of nearly 50 national youth safety organizations, serving more than 11 million youths, all committed to the common goal of promoting safe and healthy behavior among America's young people. The

**Think About It ...** campaign was developed with assistance from NOYS and builds on the coalition's *Speak Out & Make NOYS Project Planner* and the *Make Your Parties Rock – A Guide to Safe and Sober Event Planning*. Utilizing these tools, youth are encouraged to take a leadership role in their communities to develop programs with their State and local officials that have measurable impacts on improving traffic safety and saving lives. For more information on NOYS and these materials, please visit [www.noys.com](http://www.noys.com)

### THE POWER OF A YEAR-ROUND EFFORT

The national campaign efforts will be launched throughout the year at times when teens are most at risk and most open to hearing a positive message.

**Think About It ... New Year's Eve: The Power of Commitment** will give students the tools to plan exciting all-night, substance-free New Year's Eve celebrations. SADD chapters will take the lead in organizing this activity for their school communities by getting support from parents, teachers, local law enforcement, businesses and media. This campaign will help students start the New Year by resolving to be safe and by providing a fun, supervised alternative to potentially dangerous situations.

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**Think About It . . . Back-to-School: The Power of Friendship** will be launched nationally during the last week of September. By emphasizing shared responsibility among students for their decisions and for the decisions of their friends, this campaign will encourage teens to consider the effects their choices will have on others. This campaign will focus on safety belt awareness, communications with family, and positive peer pressure.

## THE POWER OF SADD

The *Power of SADD Power Pledge* encourages students to commit to make the following choices for safety:

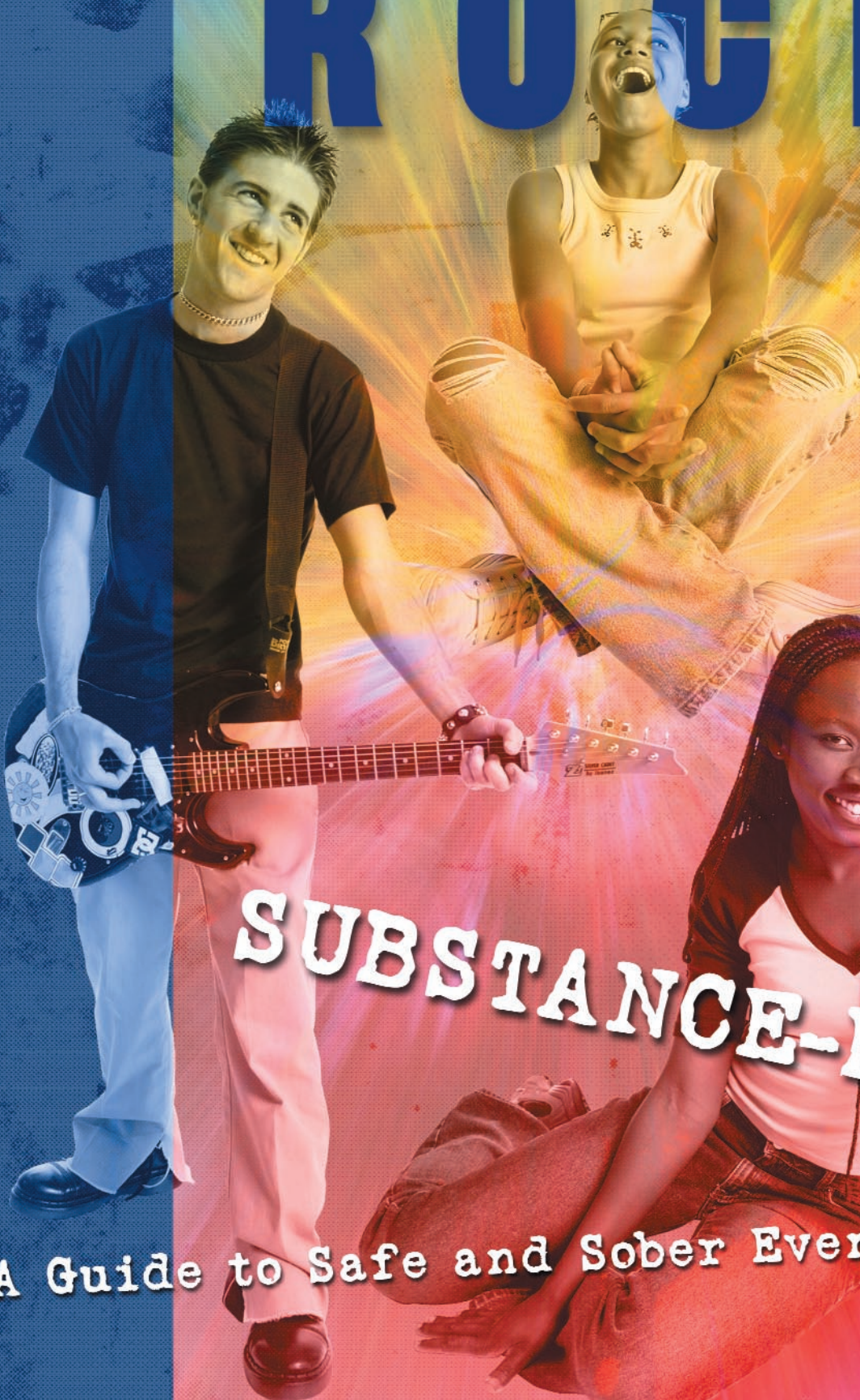
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- Never ride with an impaired driver
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- Work as part of a team to spread this message
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# Make Your Parties **ROCK**



## **SUBSTANCE-FREE**

A Guide to Safe and Sober Event Planning



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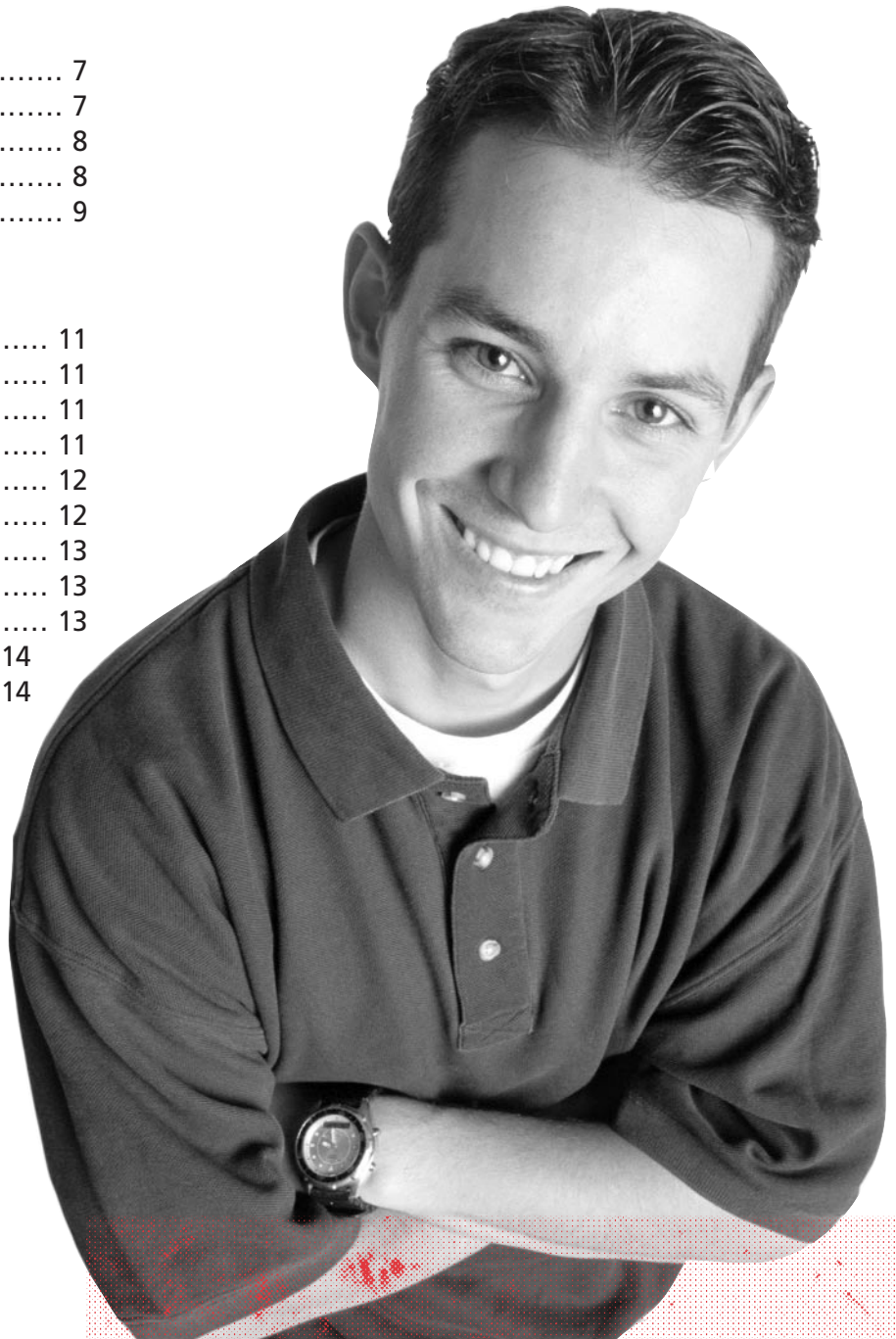
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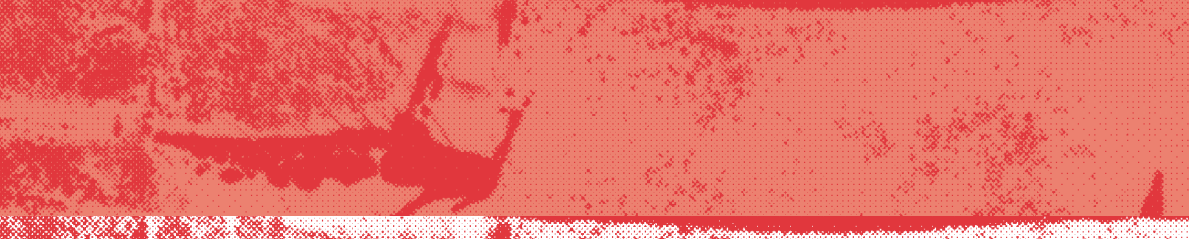
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# GETTING STARTED

## Section



Why wait for your school or parents to organize activities for you and your friends? Show adults that you are responsible and take the lead yourself. Organizing a substance-free party is a great idea, one that you shouldn't have a hard time selling to your friends, parents or teachers. Here are a few tips on getting started:

- **Start Early** – Get a jump on the planning as soon as possible in the school year. Gather a small, but diverse group of student planners to help you work out the details. It's best to include at least one or two members from key support groups – teachers, parents, law enforcement and even local businesses — that can help you plan and assist with resources.
- **Develop a Plan** – Make an agenda for the first meeting. Include topics to figure out how many committees you may need and who will participate, how much money you will need to raise through donations, fundraisers and ticket sales and how to spread the word.
- **Choose a Chairperson** – This should be someone who has the time and expertise to take the lead in planning the party. It may be a good idea to enlist class leaders or your student government. Chairing is a big job and it's not always easy. The good news is that it's also rewarding. Just think of all of the new people you'll meet! Plus, you'll be playing a role in saving lives, which is more important than all of the headaches that come from being "the boss."
- **Set the Hours** – Decide when the party will begin and end. It is important that your party lasts late into the night. Often when events end while people still want to party, a few might be tempted to continue celebrating in ways that are not safe.

## Planning Checklist

### Four Months Before Event

- Hold a preliminary planning meeting with student leaders and advisors.
- Assign responsibilities to the committee chairs. Begin fund-raising activities, if necessary.

### Three Months Before Event

- Hold another meeting to get updates from your committees on how their responsibilities are going. Address any possible problems now so you don't have to deal with them when you get close to the event date.
- Reserve the location for your event.
- Make reservations for entertainment, DJ, equipment rentals, etc.
- Send your media advisory to your local school newspaper and yearbook editors.

### One Month Before Event

- Reconfirm all of your reservations.
- Make a shopping list for all of the items you'll need, including food, drinks and decorations.
- Send your news release and drop-in article to your newspaper.
- Ask your local newspaper editor to donate space for a public service announcement for your alcohol-free event. In return, you can offer a reporter or a photographer exclusive coverage.
- Make whatever arrangements are necessary with your school's administration to have your announcement read with the morning news announcements.
- Start selling or distributing tickets.

### Two Weeks Before Event

- Pick up any prizes that may have been donated by local businesses.
- Begin announcements and publicity activities.

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### **One Week Before Event**

- Collect all items that don't need to be refrigerated, such as sodas and chips.
- Give your emcee or party chair an agenda if he or she is going to be asked to speak or give away prizes.

### **One Day Before Event**

- Make as much of the food ahead of time.
- Pick up all rentals or needed equipment and check to make sure it is working before you leave the store.

### **Day of Event**

- Make sure everything you need has arrived and is in working order.
  - Assemble food and drink tables.
  - Crank up the music and enjoy yourself!



## **What Should We Do?**

Once you have the basics in place, it's time to focus on settings, themes and activities. Get input from a large group of people. It's best to plan a lot of activities, especially those that keep you moving, like contests and dancing. The most successful parties provide intense natural stimulation on a variety of levels that make the artificial stimulation of alcohol and other drugs pale in comparison.

## **Settings**

Each community has its own assets when it comes to choosing activities. So look at the special benefits that your area has to offer and get lots of input from your friends. In addition to being substance-free, the most memorable events bring everyone together for a common experience.

The following are some successful settings, themes and activities to help you get started with your own plans. Take advantage of the variety of places to gather friends together.

## **Sweet Settings**

Great party sites can be found in every community. With decorations and your friends, you can turn just about any place into "the place to be." Here are a few low-cost ideas to get you started:

- Community clubhouses – YMCA/YWCA, Big Brothers/Big Sisters, Elks/Moose/Masonic lodges, Veterans lodges
- Campgrounds
- College campuses – Student Union, "The Green"
- Natural areas (for example, river, lake, park, mountain)
- Local attractions (for example, amusement park, train, bowling alley, movie theater, river boat, convention center, ranch)
- Private homes – with parental approval, naturally!
- School facilities
- City parks and recreation centers



## Activities

Get involved. At the beginning of the year, send around a survey to get ideas from everyone. Brainstorm and get more ideas.

What is a party anyway? It's just an excuse for getting together with your friends to have fun. So think of all of the things you can do that don't involve drinking alcohol. It's not hard to turn anything into a party. Parties should include physical activities, such as sports, sensory activities, emotional activities, or awards presentations which bring everyone together. Here are some ideas to get your thoughts going. Read through them and then see what else you can come up with.

## Themes

### Mardi Gras

- Three words: beads, beads, beads! Give out beads at the door and encourage everyone to trade for the coolest ones.
- Mix up tapes or CDs of classic jazz, bayou blues and funky zydeco. Check out the New Orleans Jazzfest web site at [www.nola.com/jazzfest-2000/](http://www.nola.com/jazzfest-2000/) to see who is playing this year and spin their tunes!

### Crush Party

- It's way cooler than your parents' Sadie Hawkins. At a crush party everyone gets to invite his or her crush anonymously to the party. Make a sign to advertise your event. Have a few volunteers staff a table during lunch hours where students can drop a slip of paper into a jar with the name of the person they want to invite.
- Once you have all the slips of paper, make a list, including all invitees' names only once. Place an ad in your school paper inviting the crushes to come to the party. They'll feel cool and you'll have fun!
- Spin great dance tunes, so that even those who don't make a love connection will still have a blast and meet new people!

### Scary Movie Night

- Great for smaller groups. Hit your local video store and stock up on scary movies.
- Invite everyone to wear pajamas and to lounge.
- Buy as much junk food and soda as you can possibly stuff in your face!

### Western Night

- Barbecue or cook out at a local park or campground.
- Get someone who has a pickup truck to do a hayride.
- Make a bonfire and roast marshmallows.
- Don't forget the boots and cowboy hats!

### Masquerade Party

- Not just for Halloween, costume parties can be fun anytime of year. Consider twisting the theme and having a party where everyone comes as their favorite movie star or cartoon character.
- Have a few TV sets playing different movies or cartoons.
- Set up different trivia stations and give prizes to those who answer correctly.

### Prom Party

- You will always remember your Prom. Work with teachers and school administrators to create an unforgettable night for everyone.
- Since Prom is a big event, make sure you start planning early. Use the resources in this guide and your night will come off without a hitch.
- Encourage the play of the National Association of Broadcasters' *Celebration Prom* • Graduation public service announcements at your local radio and television stations.

### Graduation Party

- Graduation is a passage of life for everyone and should be celebrated.





- Make a “Where we will be in 10 years” board and display it at the party.
- Create a time capsule to be opened at your 25th reunion.
- Bring your yearbooks and have a signing.

## Great Timing All Year Long

<b>January</b>	New Year's Day, Super Bowl
<b>February</b>	Valentine's Day
<b>March</b>	St. Patrick's Day
<b>April</b>	Spring Break
<b>May</b>	Prom, Cinco de Mayo
<b>June</b>	Graduation, First Day of Summer
<b>July</b>	Independence Day
<b>August</b>	Back to School
<b>September</b>	Labor Day, Football Season
<b>October</b>	Halloween
<b>November</b>	Thanksgiving, Fall Festivals
<b>December</b>	Christmas, Hanukkah, Kwanzaa, New Year's Eve

And remember, having a good time doesn't end with the school year. Keep the parties going over the summer. Invite new friends or people that you want to meet!

Involve others in your efforts by contacting NOYS student safety organizations such as SADD, Key Club or Student Government. These groups can provide ideas for your activities as well as tips on organization and development. Ask for a list of their members and invite them to join in the fun. For a list of possible contacts, see the resources section at the end of this planner.

## Keep Your Guests Pumped Up!

While we're sure you and your friends have sparkling personalities, it's always fun to have some sort of entertainment to bring your party to life. How do you do this? It's simple — entertainment can be anything you think people will like. Your party is limited only by your imagination. Music is an obvious necessity, but you don't need to limit yourself to a boom box and a mix CD. There are a number of ways to incorporate tunes into your event. Such as:

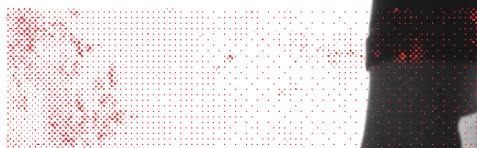
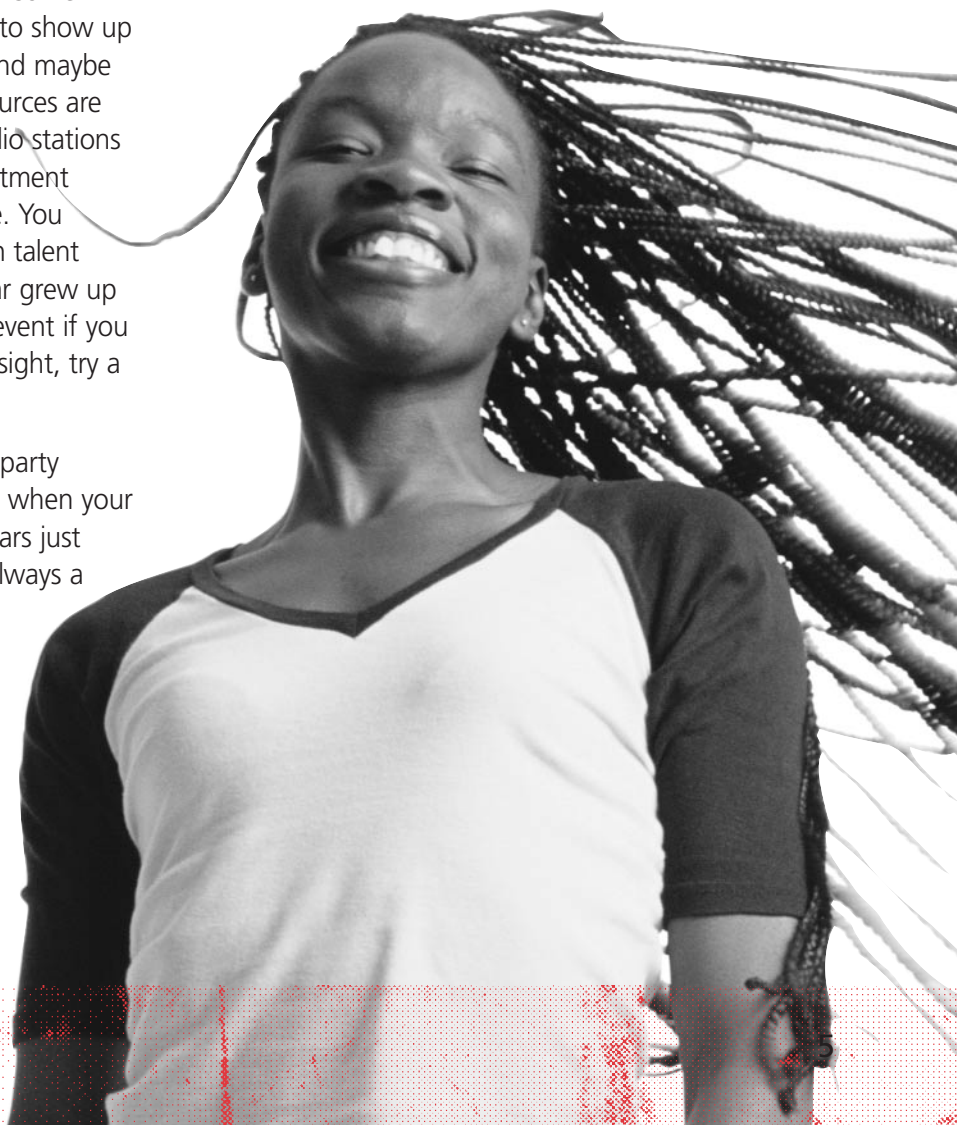
- **Live Music** – Concerts are a lot of fun, but people often have to spend money and travel to see good live bands on stage. Why not bring the music to them? Chances are, your town has a few up-and-coming bands looking for the chance to perform for an audience. Ask your friends if they know anyone with a band. Go to local music stores and look for fliers advertising local acts. Call them and see if they would be willing to donate their time to perform at your party. Hey! You get a band ... they get free exposure. Everybody wins. If there are a number of bands in your area, try to organize a “Battle of the Bands,” which offers your guests a whole night of live music.
- **Local DJ** – If your town has a popular music radio station, try to arrange for a DJ from the station to emcee your event. They can play music, run contests and generally keep the crowd smiling and dancing for the entire night. Or, you might try contacting a local nightclub and see if their DJ will spin a few discs for your party. You can promote the party as if it were a major club event, which will surely get the attention of your peers. You may know of friends who want to be DJs and have their own equipment. If you do, consider having a DJ contest.



- **Theme Music Night** – If you look in your local newspaper, you'll see that most of the major clubs and hot spots sponsor theme nights (such as "80s Night" or "Disco Night") to bring people into their club. These are proven themes that always draw a big crowd and guarantee a great time. One idea would be to host a "Salsa Night," where you play Latin dance music, serve Latin American appetizers and tropical fruit juices such as guava or mango, and decorate with a Latin theme. With so many styles of music and dress, you're bound to find something great.
- **Local Celebrity** – OK, so maybe you won't be able to land your favorite TV show babe or stud on your guest list (not that you shouldn't try). But there's a good chance that people with some degree of local fame would be willing to show up to your party, sign a few autographs and maybe hang out for a dance or two. Good sources are local sports teams or television and radio stations that have a community relations department willing to donate time to a good cause. You can also contact area theaters and even talent agencies. Maybe a Hollywood superstar grew up nearby. You'll never get them to your event if you don't ask. If there are no celebrities in sight, try a celebrity look-alike contest.
- **Karaoke Night** – Karaoke is always a party favorite. Who needs outside celebrities when your community probably has a bunch of stars just waiting to be discovered? Karaoke is always a

fun time, as people young and old just relish the chance to sing a few oldies for an enthusiastic crowd. All you have to do is rent a karaoke machine from your local entertainment supply store and plug it in. This is an option that doesn't cost a lot of money and is a whole lot of fun.

- **Sports Tournament** – Get your boom box and get out to a nearby park to stage your own olympic-sized sporting events. Have everyone sign up in teams to play volleyball, basketball, tennis or whatever you like best! Those who don't want to play can cheer on their friends and help serve food and drinks to the weary players.





# PARTNERSHIPS



Section



## Partnerships

Generating support for your event is a key factor in making it a success. Partners not only help you spread the word about your event, but they can provide credibility, financial support, necessary resources and give your group any other support it may need. If your group already has established partnerships, then you're aware of their value to the program and its efforts. If not, locate groups in your school or community such as SADD. You can begin to build and cultivate partnerships with a host of local businesses, organizations, advocacy groups and others you think can help make your party the best event in town.

## Friends

Friends are invaluable partners. They can contribute to the event's planning, as well as to seeing that the party's ideas are properly executed. Friends also help your group maintain enthusiasm toward the event, through proper promotion and word-of-mouth. In addition, friends can help in planning and preparing for future events, providing new ideas and resources for your group. Here are some ways friends can help:

- Chart out activities for the entire year that incorporate as many themes and ideas as possible.
- Create new ideas for parties and activities.
- Promote activities through posters, fliers, invitations and e-mails.
- Arrange event logistics.
- Recruit help.
- Make sure everyone is included.

Your friends should help your group stress that the event is meant to be an alternative to those where alcohol is present. The theme should be at the forefront of every meeting and prominently featured on advertising to encourage the generation of creative ideas on alternatives to parties with alcohol.

## School

If you are planning your event through a sponsored group, chances are your school is already partnered in the group's activities. Involving school personnel can be critical to the success of your activities, not only for the initial promotion, but also for providing resources and support.

Contact your school's administration early in your planning process and find out the best way to obtain the support of teachers and other school administrators. Here are some ways teachers and school administration can provide lots of help:

- Assist as advisors for committees and help with organization.
- Spread the word about your activities through the school newspaper or by periodic announcements over the public address system.
- Assist in obtaining venues for parties.
- Serve as chaperones.

Teachers and counselors can also be helpful in tying in other alcohol prevention messages into your activities.

Presentations can be given before events to show the tragedy that has affected so many of today's youth because of under-age drinking. Current laws regarding under-age drinking can be highlighted, as well as the repercussions for breaking those laws.







## Why should your school support your efforts?

Here are a few good reasons you can use to convince your teachers and administrators to help you:

- Creates a more cohesive student body by involving everyone in your activities.
- Students will realize they can have a great time without alcohol or other drugs.
- Establishes a tradition of substance-free activities for others to follow.
- Benefits the school's community relations by sponsoring alcohol-free related activities for students.

## Why should your parents support your efforts?

Here are a few good reasons you can use to convince parents to help you:

- No one will have to risk injury or death due to alcohol-related crashes.
- Pressure to drink or ride with an intoxicated driver will be removed.
- Worthy charities will benefit through donations from fundraising activities.
- Parents can relax knowing that their kids are safe and having fun.

## Parents

Parents are not the duds you think they are. In fact, since your group's enthusiasm toward such a strong cause will undoubtedly make them proud, they will most likely offer services and resources to help out. Share your ideas with them. When they see that you are taking an active and responsible role in providing safe alcohol-free activities for you and your friends, they will be eager to support you.

Involve parents early and often in planning, promoting and following through on your alcohol-free activities. The more support you have, the better. Parents can provide some of the same solutions listed for schools. Whether through their professional lives or personal interests, your parents have lots of contacts that you can use, ranging from their place of business to the dry cleaners that they use every week. Networking with your parents will only confirm your project's purpose to the businesses that you target. In addition to their help, you can hit your parents up for donations for some of your bigger activities.

## Law Enforcement

Look to local law enforcement agencies for help. Many have programs that can assist in your efforts. They are a great source for materials and suggestions on planning, preparing and following through for your event. They are also an excellent means for distributing literature supporting substance-free events and parties. In addition, most can connect you with organizations that are involved in similar activities and causes.

Law enforcement agencies have a strong interest in the well being of people in their community and can help by offering their services to assist with security at your event. Through sponsorship, donations or participation in the event itself, partnerships with law enforcement help to deliver the message that underage drinking is not only plain dumb, but also illegal.



## Community and Local Businesses

Members of the community, including businesses and organizations, make effective partners and can be beneficial in assisting you in pulling your events together. Not only can you contact local businesses for space to hold a party, but you may also be able to get special group rates or discounts. Developing relationships throughout the community will expand your promotional and planning options. By explaining your goal of providing safe, substance-free activities for your friends to the owner of a local sports complex, you may be able to obtain a discount for everyone who comes on a certain day of the month.

Businesses are always looking for exposure. Let businesses know that helping with your activities will showcase them before large numbers of consumers – everyone who attends your events, including students, faculty, and parents. Develop relationships with the owners of your favorite stores. After you have tackled the ones you know, consult your local chamber of commerce for a list of other businesses. You might be able to find groups of businesses that already participate in similar activities.

There are lots of opportunities to work within your community. Just ask around. And don't be discouraged by a few people who may not be interested. There are many others who will see the value of your initiatives.

## Broadcasters Team Up With Teens to Promote Safe Proms and Graduations

Prom night and graduation are times of great excitement and celebration for most teens. Unfortunately, they are also the time of the year when teens are more likely to consume alcohol.

The National Association of Broadcasters' (NAB) Celebration Prom • Graduation campaign, now in its 18th year, sets out to enlist radio and television stations across the country in the effort to help parents, teachers and teens understand the dangers of underage drinking and impaired driving during prom and graduation season.

Together with Recording Artists, Actors and Athletes Against Drunk Driving (RADD), NAB has produced a series of prom- and graduation-themed public service announcements (PSA) for stations. NAB also provides stations with ideas for programming, PSA scripts and more.

In addition, NAB encourages broadcasters to invite high school students to produce their own television or radio spots on underage drinking and broadcast them during prom and graduation time.

For a copy of the spots or for more information on the NAB Celebration Prom • Graduation campaign ideas, call NAB at (202) 429-5448.





# COMMITTEES

## 3 Section



## Making It All Happen

If you are planning a large event, you need to know how to assign projects. Split up your group into committees to take responsibility for each of the following duties:

- Entertainment
- Decorations
- Food
- Public Relations
- Ticket Sales or Distribution
- Fundraising
- Prizes
- Chaperones & Rules
- Clean-up

Check in periodically with the committee chairs to make sure everything is on track.

## Entertainment Committee

If you take advantage of the recommendations made in the previous sections, you will need to have a few people work together to coordinate the entertainment. Lining up bands and DJs will take some effort, so make sure this committee starts early. To save time on gathering people together to make decisions, develop a list of alternatives so you have a back-up if your first choice is not available.

## Decorations Committee

Everyone wants to be on this committee. It is the most fun part but also requires some pre-decorating planning. Decorations should complement any party theme that you may have decided on. Try to get your props on loan or see if stores will donate them as a contribution.

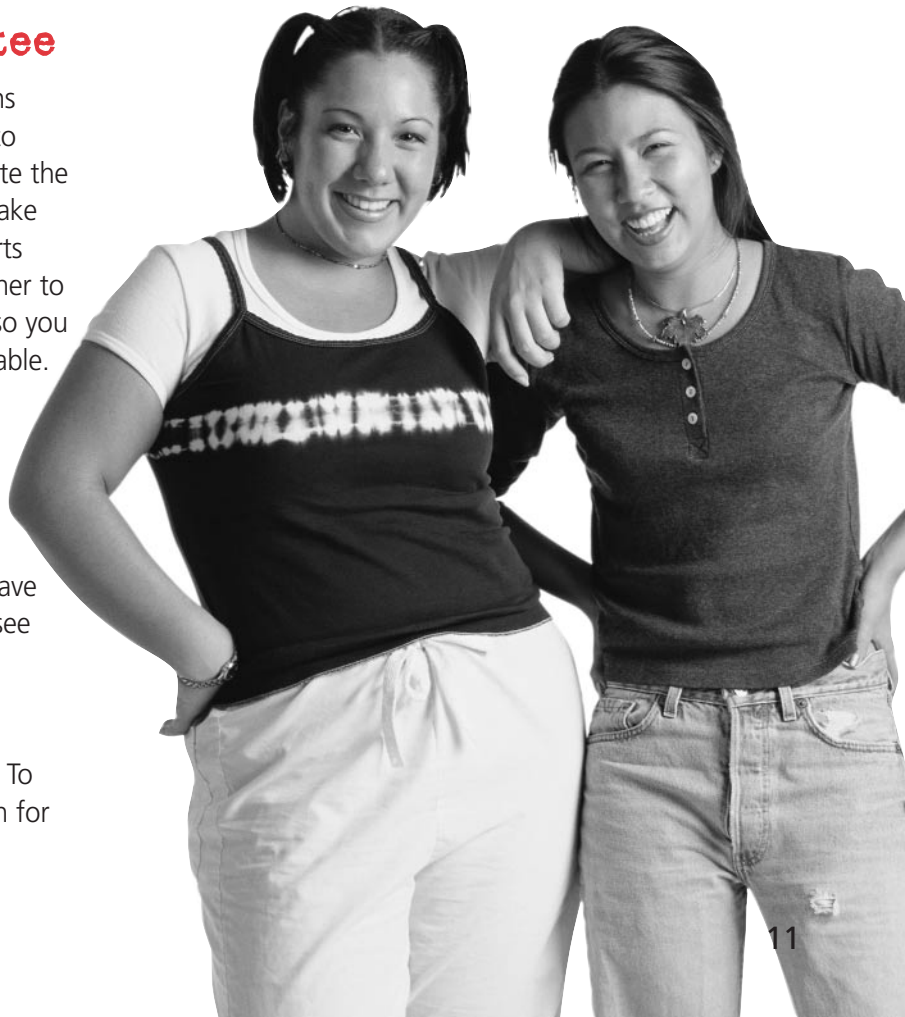
## Food Committee

Food is always an important part of an event. To make sure you have the right mix and enough for everyone, keep the following in mind:

- Get an accurate count of how many people will be attending.
- Depending on the size of the party and your budget, consider hiring a caterer.
- See if a local restaurant will sponsor the event by donating food.
- Tie the food and drinks to the party theme.
- Make sure you have adequate time for set-up and clean-up.

## Public Relations Committee

Okay, so you've collected the money to have the party, organized the entertainment, bought food to feed a small army and have enough decorations to make the room look like Times Square. That's it, you're done, right?







Wrong! While the room where the event is being held undoubtedly looks incredible, history has shown that parties are better when people are there. In other words, you have to promote, promote and promote even more, to make sure everyone can share in the fun. In order to get the word out, take advantage of local resources. "Grass-roots" efforts are always a good place to start promoting the event.

## Advertising

There are many ways to advertise your parties, no matter the size.

- You can start by collecting an e-mail list. E-mail is a fast, easy way to keep everyone informed and updated regularly.
- Stress to your principal that the administration's support is key to making this substance-free event a success. Ask the principal if various students can make announcements about the parties and events over the public address system.
- Pass out fliers about upcoming activities at other student, athletic and social events.
- Check with the principal to see if prizes can be displayed in a school showcase.
- Get a reporter from the school paper to cover the planning as well as the actual party. Use your newspapers to get the message out that you can have fun without using drugs or alcohol.
- Ask a local printer who does business with your school to donate or give you a discount on promotional items, such as pins, hats, key chains or other items to promote a particular event.

## Community Relations

Good relations within the community will enhance the success of any event. Here is some information on how to build relationships in your community through the media, civic groups, law enforcement and local businesses:

- To publicize an event through the media, make sure your news release and public service

announcements get attention. See the Sample Materials section for examples.

- When promoting your activities to the media, try to make appointments with local newspaper editors, TV news directors and radio station managers. Give them a news release, a list of statistics about underage drinking and driving, zero tolerance laws and any other information that they may be able to use. You might ask them to write or broadcast an editorial in favor of your activities promoting alcohol-free activities for your friends.
- Public Service Announcements (PSAs) for community nonprofit groups are often aired on radio and TV at no charge. In addition to a news release describing your activities and a fact sheet, give TV and radio stations a brief PSA they can read over the air. Examples are located in the *Sample Materials* section of this planner.
- Offer a chairperson, principal or student representative as a speaker at upcoming meetings.
- Keep a list of all business and civic organizations that have donated services, merchandise, equipment or facilities. Make a banner thanking them and post it at your event. Afterwards, send them notes of appreciation and let them know how their help made a difference. You'll want to maintain the relationship to encourage future support.





## Tickets Sales or Distribution

Word-of-mouth is often the best promotion for an event. And nothing spreads faster than the word-of-mouth buzz for a big party. A good way to create instant hype for your party is to distribute tickets. Through your fliers and advertising, get the word out that tickets for the event are limited and won't last long. People never want to miss out on a party, and distributing tickets only increases the hype. Before you know it, people will be lining up to come and safely party the night away.

## Fundraising

You have all of these great ideas, now how are you going to pay for it? If you work hard, you may not have to put up much cash of your own. You'll want to start by making a list of target donors. Look in athletic or theater programs to locate those who have supported school projects in the past. Next, make a list of businesses that your student body supports on a regular basis, such as fast food restaurants, music stores and yogurt shops. Add to the list businesses that are run by parents of students that attend your school.

The next step is to decide what to ask for. For instance, you'll want to ask your local music store to donate a few CDs, or local restaurants to donate gift certificates. If you can't think of goods or services the business could donate, then you may want to ask for a monetary contribution to cover expenses. You can raise money on your own through activities such as car washes and bake sales.

Here are some additional fund-raising ideas:

- Class vs. faculty competition
- Garage sale
- Dunk tank
- Haunted house
- Kissing booth
- Used-book sale
- Scavenger hunt
- Flea market
- 3-on-3 basketball tournament
- Art auction
- Talent show
- Removable tattoo sale

## Prizes

Okay, let's face it, people love free stuff. How many times have you, or someone you know, done something for a T-shirt? Maybe free movie tickets? The idea of winning prizes appeals to all of us, and helps to generate interest in your event. That's why it's important that your event provides guests a chance to walk away with a souvenir for getting involved with the party's games and activities.

If your party is a themed event, cater the prizes toward those ideas. For example, a 1960's party could feature games and prizes that are based on popular trends of the era, such as tie-dyed shirts or posters of 1960's television shows and actors.

Here are some other suggestions:

- Sunglasses
- Instant camera & sticker film
- T-shirts
- CDs
- Candles
- Gift certificates
- Sports equipment
- Movie passes
- DVDs
- Concert tickets
- Stuffed animals
- Board games
- Posters
- Health club memberships
- Flowers
- Candy
- Cash
- Computer games
- MP3 player
- Photo booth

When planning your efforts to engage local businesses, work with the fundraising committee so you don't duplicate your efforts. Businesses can often be a source for donated prizes, especially if the owners have kids that go to your school. It's a good idea to make a banner to hang at the event thanking them for their donations. Always send a thank-you note to those who donated prizes.



## Chaperones & Rules

The most popular dance clubs have security watching over things and keeping the guests safe and happy. A chaperone doesn't equal "no fun." Having adult chaperones keeps things safe and allows you to enjoy your event.

In the planning process for substance-free parties, teens and adults need to keep in mind every possible strategy for keeping the event substance-free. It's always a good point to remind everyone that adults, whose homes are party sites where alcohol could be made available to underage youth, could be held liable and possibly criminally prosecuted. Check the liability statutes and ordinances in your communities.

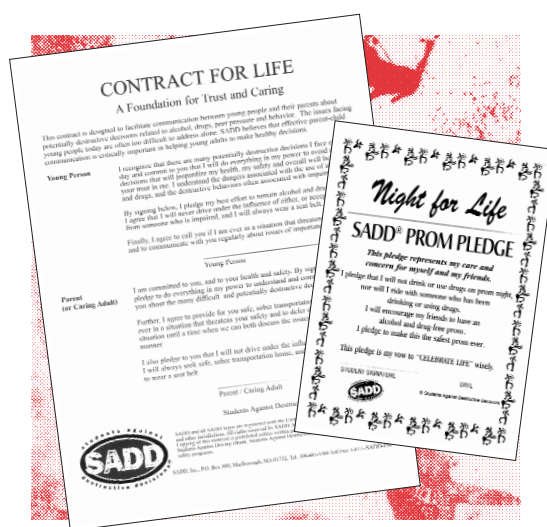
Talk to your local law enforcement agencies about participating in your events. The presence of off-duty police officers ensures that your party will be safe and secure. They're also a lot cooler to have around than someone's parents! You may ask them to come in plain clothes.

Invite your favorite educators to come to the party and incorporate them into the activities. What could be more fun than seeing your coach, teacher or principal in the finals of a dance contest, or hearing your math teacher sing karaoke? Inviting them to your party will also keep things under control and open new lines of communication, making it a "win-win" situation for everyone involved.

Rules are also important in making sure your party runs smoothly. Make sure your party will follow the rules of the place in which it's being held. For example, don't invite 150 people to a room that holds 75, or if music is going to be played, make sure the sound levels are acceptable and comfortable for guests and neighbors. Make sure you contact local authorities and the owner of the venue to ensure your party won't break any rules or regulations. Let your guests know the rules of the party. You may want to hand out contract cards that list the rules. The card could serve as a souvenir.

## Contract Cards

Contract cards are pledge agreements. There are many forms and you can create various types for different events. The main purpose is to develop a clear understanding of acceptable and unacceptable behavior. Contract cards do not have to be for specific events. They can be used to increase communication between youth and adults about the possible destructive decisions regarding alcohol, other drugs, peer pressure and behavior. SADD developed two contract cards: Contract for Life and Prom Pledge. Check them out at [www.saddonline.com](http://www.saddonline.com)



## Clean-Up

Ideally, everyone would pick up after themselves throughout the night. Realistically, that usually doesn't happen. There are a few ways to keep the mess to a minimum, while keeping the fun at a maximum.

- **Trash Cans** – Have a lot of them. Make sure trash receptacles are evenly distributed throughout the space and are lined with strong plastic bags to prevent leaks and rips.



- **Plates, Cups and Utensils** – Use the disposable kind. Mom's fine china may add an air of class to your event, but breaking it will add serious problems. Plastic cups, plates and utensils are inexpensive, and can simply be thrown away after use.
- **Mops, Brooms and Cleaning Supplies** – Accidents will happen. When they do, these items can help prevent a small spill from becoming a big concern.
- **Your Effort** – It's your party. You and your friends have shown how responsible you are by putting together a great event without alcohol. But as the host, you should also keep an eye on the mess, or anything that might potentially interfere with your guests' enjoyment. If there is trash, throw it out. If someone is dancing dangerously close to the punch bowl, kindly ask him or her to move a few feet away. Small acts like these can go a long way toward making the party fun for you and all your guests.



## Zero Tolerance Means Zero Chances.

### Join the Campaign

**You Drink & Drive. You Lose.** – a campaign created to prevent impaired driving and to help reach the national goal of reducing alcohol-related traffic fatalities to not more than 11,000 by the year 2005 – targets three high-risk audiences, including 15- to 20-year-olds. The campaign specifically addresses the underage drinking population with a simple message: **Zero Tolerance Means Zero Chances.**

### What You Can Do

Partner with young people in your communities to create a powerful message throughout America that underage drinking and driving is a crime and will not be tolerated. Use the **Zero Tolerance Means Zero Chances** Action Kit to plan your local campaigns and decide what type of initiatives will work best to raise greater awareness in your community about the deadly consequences of underage drinking and driving.

The **Zero Tolerance Means Zero Chances** Action Kit was designed with assistance from NOYS (National Organizations for Youth Safety) with the goal to help support and expand the hard work already being done nationwide by private and public traffic safety partners. The Action Kit, designed for youth leaders and their adult advisors, will give you ideas on how to become involved with youth-led zero tolerance activities. Kit components include a program brochure, a media guide complete with sample media materials, a resource guide, fact sheets, logo slicks and a camera-ready flier to hand out to young people.

To get your copy visit the NHTSA web site, [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)



# RESOURCES



Section



**[INSERT ORGANIZATION] Members to Celebrate [INSERT EVENT OR SEASON]  
Safely By Holding Alcohol-Free Dance Party**

- WHAT:** Student representatives from **[INSERT ORGANIZATION]** are planning to celebrate **[INSERT EVENT OR SEASON]** by holding a substance-free dance event. This time of year is celebrated with numerous parties and celebrations, and has been plagued by a number of alcohol-related incidents and fatalities over the past few years. The members of **[INSERT ORGANIZATION]** are holding the event to celebrate **[INSERT EVENT OR SEASON]**, as well as to show that the use of alcohol or other drugs is not necessary to have a great time. In addition to music and a variety of food and drink, local DJs and celebrities will be attending the event to provide entertainment and distribute a number of prizes and giveaways.
- WHO:** The event is being held by **[INSERT ORGANIZATION]**, as a part of national efforts by the NOYS (National Organizations for Youth Safety) and the National Highway Traffic Safety Administration's (NHTSA) ***You Drink & Drive. You Lose.*** campaign.
- HOW:** **[INSERT INFORMATION ABOUT EVENT DETAILS]**
- WHEN:** **[INSERT DATE and TIME]**
- WHERE:** **[INSERT VENUE LOCATION]**. Local media are encouraged to attend and participate in the activities by sending camera crews and reporters to cover the event. For more information about specific locations and times, please contact **[INSERT ORGANIZATION CONTACT NAME]** at **[INSERT CONTACT NUMBER]**.

####



**SAMPLE**

# PRESS RELEASE



[INSERT Your Group's Letterhead]

FOR IMMEDIATE RELEASE  
[INSERT DATE]

Contacts:

[INSERT CONTACT NAME]  
[INSERT PHONE NUMBER]

*Local Students to Host Major  
[INSERT SEASON OR EVENT] Party at [INSERT NAME OF VENUE]  
[INSERT NAME OF SCHOOL] Students Encouraged to Get Tickets  
Early to Guarantee a Spot*

[INSERT CITY, STATE] – As [INSERT NAME OF TOWN OR COMMUNITY] students prepare to celebrate this [INSERT SEASON OR EVENT], [INSERT SPONSORING ORGANIZATION] members will be taking it to the next level by throwing the biggest party of the season on [INSERT EVENT DATE] at [INSERT VENUE OR LOCATION]. The party is being co-sponsored by the NOYS (National Organizations for Youth Safety) as a part of the National Highway Traffic Safety Administration's (NHTSA) **You Drink & Drive. You Lose.** campaign.

[INSERT NAME AND TITLE] from [INSERT ORGANIZATION] said, "We're going to bring the club atmosphere to [INSERT VENUE] and show people that they don't need to shell out big bucks at the dance clubs, and more important, don't have to drink or use drugs, to have a great time. This party, and our future events, will prove that in a big way."

To create that club feel, [INSERT ORGANIZATION] has recruited the talents of [INSERT LOCAL DJ OR CELEBRITY] to set the mood. A variety of music will be played throughout the night, and there will be numerous prizes, raffles and giveaways awarded to lucky attendees.

[INSERT ORGANIZATION] representatives also say that guests are in store for more than a few surprises.

[INSERT NAME AND TITLE] from [INSERT ORGANIZATION] said, "With all of the work we've put into the food and entertainment, we're sure that this event will truly be a night to remember, and the beginning of a series of great times for our school and community."

[INSERT ORGANIZATION] has planned a number of other events for the coming months, including [INSERT PARTY IDEA], [INSERT NEXT PARTY IDEA] and [INSERT FAVORITE PARTY IDEA]. Guests are encouraged to get tickets for the event, as space is limited. The tickets are free but will be given to students on a "first-come, first-serve" basis only, with a limit of two tickets per student.

Tickets can be obtained at the [INSERT ORGANIZATION] office, or through a group representative.

To find out more about this event, or how you obtain materials about underage drinking, please visit [www.noys.org](http://www.noys.org)

####



## Local Youth Groups Take a Stand Against Underage Drinking In a Whole New Way — By Throwing a Party

Despite increased public awareness among today's youth, underage drinking continues to be a problem throughout the year. Whether it is homecoming, prom, graduation, or the holidays, young people are faced with many events year-round that may include the presence of alcohol, and subsequently, peer pressure to try it.

That's why **[INSERT ORGANIZATION]** is taking a new approach. Working alongside the National Organizations for Youth Safety (NOYS) and as part of the National Highway Traffic Safety Administration's (NHTSA) **You Drink & Drive. You Lose.** campaign, **[INSERT ORGANIZATION]** members are using positive youth development methods and attitudes to keep young people from using alcohol. But the group is not holding a series of lectures or distributing fliers. They're having a party.

According to NHTSA statistics, underage drinking is getting more dangerous. The latest statistics show that:

- Alcohol use among high school seniors increased from 49 percent in 1993, to 53 percent in 1998.
- Binge drinking incidents increased from 28 percent to 31 percent over the same time period.
- Underage drinking and driving crashes cause more than 2,200 deaths every year.

"We have come up with a number of party and event ideas that not only demonstrate how to celebrate these events without alcohol, but also guarantee students will actually have a better time," said **[INSERT ORGANIZATION REPRESENTATIVE]**.

The **[INSERT ORGANIZATION]** event will be held at **[INSERT VENUE]** on **[INSERT DATE]**. According to group representatives, guests can expect today's best music and entertainment from **[INSERT DJ, BAND, RADIO PERSONALITY, LOCAL CELEBRITY]**, numerous prizes and giveaways and maybe even a few surprises. People planning to attend are encouraged to get tickets early, as space is limited. Tickets can be obtained at **[INSERT HIGH SCHOOL]** or by contacting the **[INSERT CONTACT]** directly at **[INSERT PHONE NUMBER]**.

"The bottom line is that underage drinking is illegal and dangerous," said **[INSERT ORGANIZATION REPRESENTATIVE]**. "During this time of year, the chances of losing friends and family to alcohol-related crashes increases.

We feel that using positive methods, such as this party, in place of more traditional educational tactics, will highlight just how easy, safe and fun it is to celebrate events and holidays without using alcohol. We're confident that our party, as well as future events, will be successful in relaying these ideas and saving lives."

To find out more about this or future events, or to obtain materials about underage drinking, please contact **[INSERT ORGANIZATION]** at **[INSERT CONTACT INFO]** and visit the NOYS web site at **www.noys.org** for more information.

####





## In-School Reads

### *:15 In-School Read (Prom)*

Hey, listen up **[INSERT SCHOOL MASCOT]**'s! The Prom is coming up sooner than you think!

**[INSERT ORGANIZATION NAME]** encourages you to make this the best night of your life. Make these memories last a lifetime — keep your prom celebration alcohol- and substance-free.

### *:15 In-School Read (Homecoming)*

This homecoming is shaping up to be the most exciting time of the year.

Your friends at **[INSERT ORGANIZATION NAME]** encourage you to show off your school pride.

Celebrate our school's homecoming alcohol- and substance-free, to make sure you keep coming home safely.

### *:15 In-School Read (Holidays/Breaks)*

We here at **[INSERT ORGANIZATION NAME]** are sure you're looking forward to the upcoming break as much as we are. We encourage you to enjoy **[INSERT HOLIDAY/EVENT]** by celebrating alcohol- and substance-free. This way, we'll have something to look forward to when we return — seeing our friends alive and safe.

### *:15 In-School Read (Graduation)*

**[INSERT ORGANIZATION NAME]** wants to congratulate all of this year's graduating seniors. And we encourage you to celebrate alcohol- and substance-free so we'll be able to see you at your class reunion.

You can also use the resources from the National Association of Broadcasters (NAB) listed in "Section 2" on page 9. NAB has ready-to-use PSAs from many of today's hottest young actors, athletes and recording artists that can be used to promote your messages.

# NOYS MEMBERS



## NOYS (National Organizations for Youth Safety) Members

### 4-H Extension Service

U.S. Department of Agriculture  
Washington, DC 20250-0925  
Phone: (208) 885-7700  
E-mail: jedwards@reeusda.gov

### ACTS

1110 N. Glebe Road, Suite 1020  
Arlington, VA 22201  
Phone: (703) 243-7501  
Fax: (703) 243-2806  
E-mail: cjennings@actsinc.org

### Advocates for Highway/ Auto Safety

750 First Street, NE, Suite 901  
Washington, DC 20002  
Phone: (202) 408-1711  
Fax: (202) 408-1699  
E-mail: rfisher@saferoads.org

### American Automobile Association (AAA)

1000 AAA Drive  
Heathrow, FL 32746-5063  
Phone: (407) 444-7912  
Fax: (407) 444-7956  
E-mail: khamada@national.aaa.org

### American School Health Association

5600 Fischers Lane, Room 18 A39  
Rockville, MD 20857  
Phone: (301) 443-6091  
Fax: (301) 443-1296  
E-mail: sbryn@hrs.gov

### Aspira Association, Inc.

1444 I Street, NW, Suite 800  
Washington, DC 20005  
Phone: (202) 835-3600  
Fax: (202) 835-3613  
E-mail: hcrespo@aspira.org

### Bacchus & Gamma Peer Education Network

P.O. Box 100430  
Denver, CO 80250-0430  
Phone: (303) 871-0901  
Fax: (303) 871-0907  
E-mail: dhunter@du.edu

### Brain Injury Association

105 North Alfred Street  
Alexandria, VA 22314  
Phone: (703) 236-6000  
Fax: (703) 236-6001  
E-mail: amstevens@biausa.org

### Center for Substance Abuse Prevention

5515 Security Lane  
Rockville, MD 20852  
Phone: (301) 443-1584  
Fax: (301) 443-6494

### Centers for Disease Control & Prevention (CDC)

4770 Buford Highway  
Atlanta, GA 30341  
Phone: (770) 488-4652  
Fax: (770) 488-1317  
E-mail: rbs4@cdc.gov

### Children's Safety Network

1250 24th Street, NW, Suite 270  
Washington, DC 20037  
Phone: (202) 466-0540  
Fax: (202) 223-4059  
E-mail: xyoung@edc.org

### Circle K International

3636 Woodview Trace  
Indianapolis, IN 46268  
Phone: (317) 875-8755  
Fax: (317) 879-0204  
E-mail: ckeller@kiwanis.org

### U.S. Department of Education

Office of Intergovernmental &  
Interagency Affairs  
400 Maryland Ave, SW  
Room 5E214  
Washington, DC 20202

### Emergency Medical Services for Children (EMSC)

111 Michigan Avenue, NW  
Washington, DC 20010  
Phone: (301) 650-8026  
Fax: (301) 650-8045  
E-mail: slewin@emscnrc.com

### Emergency Nurses

### Association/Emergency Nurses CARE (ENA/ENCARE)

205 S. Whiting Street, #403  
Alexandria, VA 22304  
Phone: (703) 370-4050  
Fax: (703) 370-4005  
E-mail: bafip@aol.com

### Environmental Protection Agency

401 M-3 SW, MC11-07  
Washington, DC 20460  
Phone: (202) 260-3410  
Fax: (202) 260-4103  
E-mail: coopwood.theodore@  
epamail.epa.gov

### Family, Career and Community Leaders of America (FCCLA)

1910 Association Drive  
Reston, VA 20191  
Phone: (703) 474-4900  
Fax: (703) 860-2713  
E-mail: rpaul@fcclainc.org

### Farm Safety 4 Just Kids

110 South Chestnut Street  
Earlham, IA 50072  
Phone: (515) 758-2827  
E-mail: davidh@netins.net

### International Association of Campus Law Enforcement Administrators

2304 Ivy Road  
Charlottesville, VA 22903  
Phone: (804) 924-8837  
Fax: (804) 982-2817  
E-mail: ms7e@virginia.edu

### MADD (Mothers Against Drunk Driving)

511 E. John Carpenter Freeway  
#700  
Irving, TX 75062  
Phone: (214) 744-6233  
Fax: (972) 869-2207  
E-mail: heard@madd.org



**Maternal & Child Health Bureau**

5600 Fischers Lane  
Room 18 A39  
Rockville, MD 20857  
Phone: (301) 443-6091  
Fax: (301) 443-1296  
E-mail: sbryn@hrsa.gov

**National Association of Governor's Highway Safety Representatives (NAGHSR)**

750 1st Street, NE, Suite 720  
Washington, DC 20002  
Phone: (202) 789-0942  
Fax: (202) 789-0946

**National Association of School Resource Officers**

P.O. Box 40  
Boyton Beach, FL 33425  
Phone: (888) 316-2770  
Fax: (561) 736-1736  
E-mail: resourcer@aol.com

**National Association of Teen Institutes**

433 Metairie Road, Suite 306  
Metairie, LA 70005  
Phone: (504) 834-4357  
Fax: (504) 834-4370  
E-mail: jdkingbear@aol.com

**National Children's Center for Rural and Agricultural Health and Safety (NCCRAHS)**

1000 N. Oak Avenue  
Marshfield, WI 54449  
Phone: (715) 389-3754  
Fax: (715) 389-4996  
E-mail: hannac@mfldclin.edu

**National Easter Seals Project Action**

700 13th Street, NW  
Suite 200  
Washington, DC 20005  
Phone: (800) 659-6428  
Fax: (202) 347-4157  
E-mail: ltimmons@opa.easterseals.org

**National Commission Against Drunk Driving (NCADD)**

1900 L Street, NW, Suite 705  
Washington, DC 20036  
Phone: (202) 452-6004  
Fax: (202) 223-7012  
E-mail: lneverman@trafficsafety.org

**National Highway Traffic Safety Administration (NHTSA)**

400 7th Street, SW  
Washington, DC 20590  
Phone: (202) 366-2696  
Fax: (202) 366-6916  
E-mail: cneverman@nhtsa.dot.gov

**National Peer Helpers Association**

4922 State Line Road  
Westwood Hills, KS 66205  
Phone: (913) 362-0794  
Fax: (913) 362-0735  
E-mail: jheeney@peerhelping.org

**National SAFE KIDS Campaign**

1301 Pennsylvania Avenue, NW  
Suite 1000  
Washington, DC 20004  
Phone: (202) 662-0621  
Fax: (202) 393-2072  
E-mail: hfellner@safekids.org

**National Safety Council**

1121 Spring Lake Drive  
Itasca, IL 60143  
Phone: (630) 775-2022  
Fax: (630) 775-2185  
E-mail: pulterp@nsc.org

**National Seat Belt Coalition/  
National Safety Council**

1025 Connecticut Avenue, NW  
Washington, DC 20036  
Phone: (202) 296-6263  
Fax: (202) 293-0032  
E-mail: guzzetta@nsc.org

**National Student Nurses Association (NSNA)**

555 W. 57th Street  
New York, NY 10019  
Phone: (212) 581-2211  
E-mail: nsna@nsna.org

**National Student Safety Program (NSSP)/ADSEA**

189 Lunalilo Home Road  
Room D-25  
Honolulu, HI 96825  
Phone: (808) 394-1348  
Fax: (808) 394-1352  
E-mail: jan\_meeker@notes.k12.hi.us

**Network for Employers for Traffic Safety (NETS)**

1900 L Street, NW, Suite 705  
Washington, DC 20036  
Phone: (202) 452-6005  
Fax: (202) 223-7012  
E-mail: klusby-treber@trafficsafety.org

**Pacific Institute for Underage Drinking Enforcement Training Center/PIRE**

11140 Rockville Pike  
Suite 600  
Rockville, MD 20852  
Phone: (301) 984-6513  
Fax: (202) 223-4059  
E-mail: stearn@pire.org

**RADDKids**

4370 Tujunga Avenue  
Studio City, CA 91604  
Phone: (949) 766-9166  
Fax: (949) 766-9167  
E-mail: raddkids@aol.com

**Recording Artists, Actors and Athletes Against Drunk Driving (RADD)**

4370 Tujunga Avenue  
Studio City, CA 91604  
Phone: (818) 752-7799  
Fax: (818) 752-7792  
E-mail: raddl@aol.com

**RID-USA, Inc.**

1003 Newton Street, NE  
Washington, DC 20017  
Phone: (202) 269-1028  
Fax: (202) 269-0148

**SADD (Students Against Destructive Decisions), Inc.**

5060 N. 19th Avenue  
Phoenix, AZ 85015  
Phone: (602) 242-9330  
Fax: (602) 242-9335  
E-mail: DMcBrideaz@aol.com

**Substance Abuse and Mental Health Services Administration (SAMHSA)**

5600 Fishers Lane  
Room 12C-26  
Rockville, MD 20857  
Phone: (301) 443-7021  
Fax: (301) 594-6159  
E-mail: kdodge@samhsa.gov

**Street Law, Inc.**

918 16th Street, NW, Suite 602  
Washington, DC 20006  
Phone: (202) 293-0088  
Fax: (202) 293-0089  
E-mail: edhull@streetlaw.org

**Think First Foundation**

22 S. Washington Street  
Park Ridge, IL 60068  
Phone: (847) 692-2740  
Fax: (847) 692-2394  
E-mail: thenry@uwf.edu

**U.S. Department of Education**

Safe & Drug-Free Schools  
400 Maryland Avenue, SW  
Room 3E310  
Washington, DC 20202-6123  
Phone: (202) 260-8273  
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**U.S. Department of Justice**

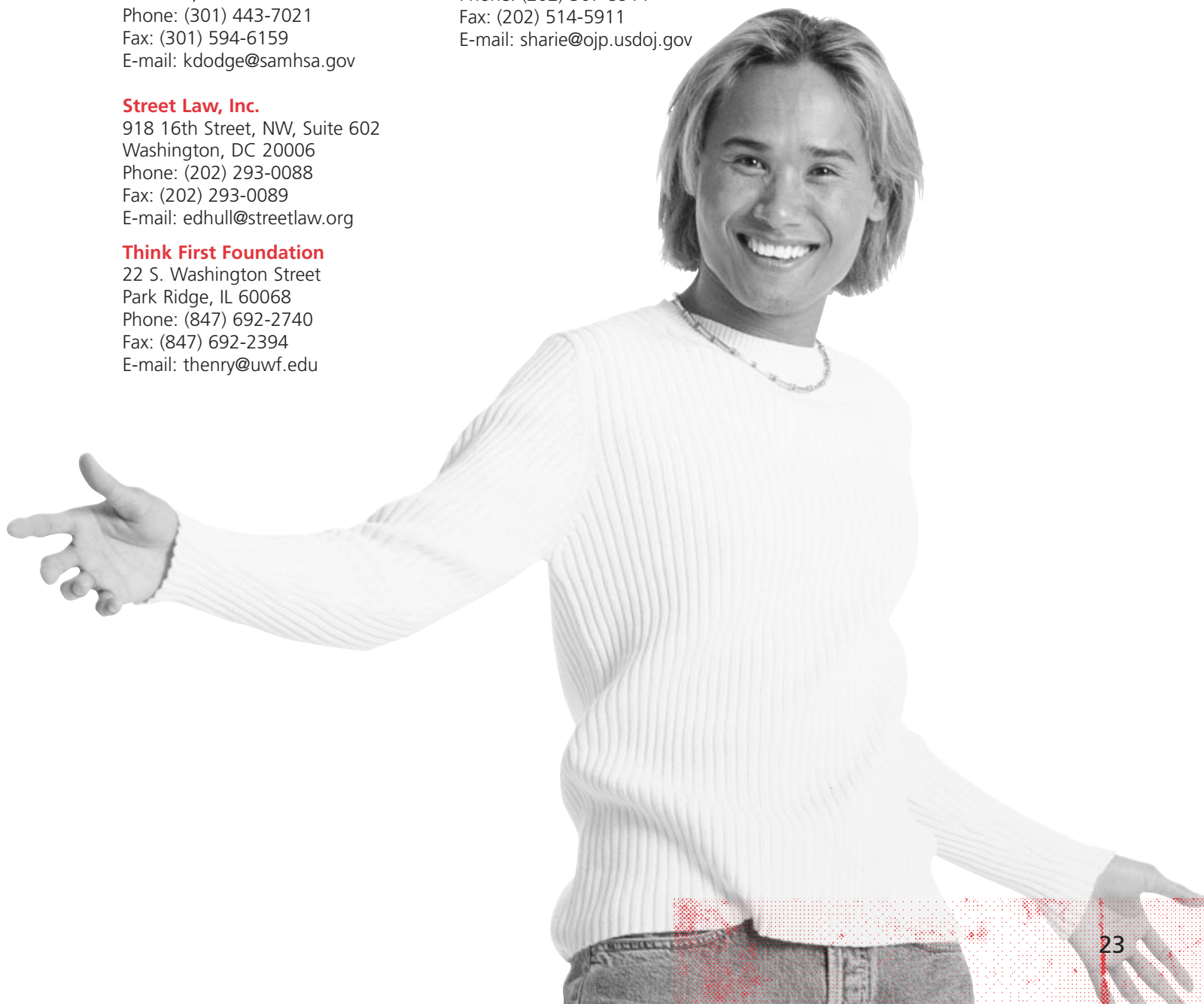
Office of Juvenile Justice and Delinquency Prevention  
810 7th Street, NW  
Washington, DC 20531  
Phone: (202) 307-5911  
Fax: (202) 514-5911  
E-mail: sharie@ojp.usdoj.gov

**United National Indian Tribal Youth**

P.O. Box 25042  
Oklahoma City, OK 73125  
Phone: (405) 236-2800  
Fax: (405) 971-1071  
E-mail: unity@unityinc.org

**YMCA of the USA**

209 Main Street, #501  
Akron, OH 44308-1319  
Phone: 330-376-1335  
E-mail: jennifers@akronymca.org







# AVAILABLE MATERIALS

The National Highway Traffic Safety Administration's (NHTSA) Office of Traffic Safety Programs strives to provide national leadership and technical assistance to States and communities in addressing impaired driving issues. Below is an inventory of resources and programs available as you plan your activities. This inventory, as well as the individual programs/manuals identified in the inventory, is available on the NHTSA web site at: [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

We encourage you to access these materials from the web, however, materials may also be ordered by contacting NHTSA at:

## **U.S. DOT/NHTSA**

NHTSA Media and Marketing Division, NTS-21  
Attn: TSP Resource Center Orders  
400 7th Street, SW  
Washington, DC 20590  
Fax: (202) 493-2062

When requesting materials, please use the DOT HS number, when available.

The inventory is presented in four different topic areas:

- Prevention and Public Education
- Legislation
- Enforcement
- Prosecution, Adjudication and Treatment

## **Prevention and Public Education**

### **The You Drink & Drive. You Lose. campaign's A Guide for Building a Comprehensive Impaired Driving Program.**

This booklet describes the key elements of a comprehensive impaired driving program and is intended to help support and expand the hard work already being done nationwide by private and public traffic safety partners to heighten awareness about the deadly results of drinking and driving.

NHTSA's national program focuses on initiating change by building partnerships with organizations, influencers and decision-makers.

The booklet is comprised of seven sections. Each section includes recommended strategies and action steps for implementation. The sections are:

- public education;
- individual responsibility;
- the healthcare community;
- business and employers;
- legislation;
- enforcement and adjudication; and
- technology.

DOT HS 808 897

Item #9P00156

### **Partners in Progress: An Impaired Driving Guide for Action (11,000 by 2005)**

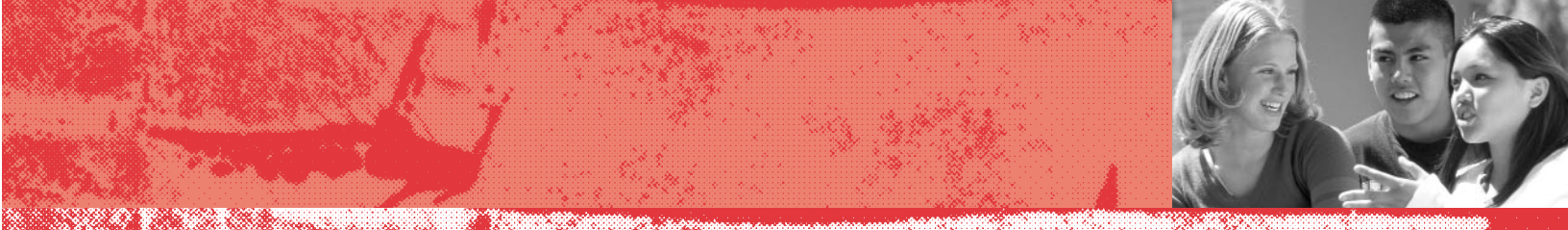
This report serves as a guide to best practices for addressing the nation's impaired driving problem and reaching the national goal to reduce alcohol-related fatalities to 11,000 by the year 2005. The guide focuses on developing new, non-traditional highway safety partnerships in collaboration with existing partners. Individual sections include public education, individual responsibility, health care, businesses and employers, legislation, enforcement and adjudication, and technology.

DOT HS 808 365A

Item #2P1035

### **Youth Victim Impact Panels**

The *Youth Victim Impact Panel* program, developed by MADD Hawaii and NHTSA, is designed to change the attitudes and behaviors of youth regarding impaired driving. The program provides high-risk youth with up-to-date information regarding underage drinking and impaired driving while delivering a powerful message about consequences. For more information, please contact the MADD Hawaii office at (808) 537-6232.



### **Innocent Victims National Campaign**

Through a joint effort with the Ad Council, NHTSA has developed a multimedia PSA campaign revolving around the Innocent Victims message to focus public outrage and concern about the loss of innocent lives from drinking and driving. This campaign features photographs and stories of innocent victims who lost their lives because of alcohol-impaired drivers. The PSAs encourage people to make the right choice when confronted with the issue of drinking and driving by showing dire consequences when they do not intercede. It is the second most successful current campaign in the history of the Ad Council.

In 1998 it earned more than \$111 million in donated media time. You can get information about ordering the PSAs at [www.adcouncil.org](http://www.adcouncil.org)

### **SADD 24/7 Teen Safety Campaign**

SADD is sponsoring a year-round Teen Safety Campaign to deter underage drinking, drug use and impaired driving. This campaign will run four times a year to target when teens are most at risk. Materials will be distributed to all SADD chapters with instructions on forming partnerships with law enforcement, the courts, parents, private businesses and other important community entities. For more information, contact the SADD National Office at (877) SADDINC or check out its web site at [www.saddonline.com](http://www.saddonline.com)

### **The Traffic Safety Box**

NHTSA, in collaboration with SADD, has developed a comprehensive youth traffic safety training program called the *Traffic Safety Box*. The program is intended to build awareness and educate youth on traffic safety issues.

The *Traffic Safety Box* is a CD-ROM-based program that provides the student with an opportunity to interact and learn about highway safety through a series of interactive exercises. Topics covered include alcohol, occupant protection, speeding and zero tolerance. SADD state training coordinators have been trained in the *Traffic Safety Box* program and implemented programs within their schools in fall of 1999. The *Traffic Safety Box* and accompanying program user's guide are available from NHTSA and SADD.

DOT HS 809 198

Item #1A0127







### **D.E.A.D. Drinking & Driving Ends All Dreams: "Shattered Dreams," a Guide for Program Planners**

This guide features activity ideas such as mock crashes, mock funerals and mock trials, assemblies, overnight leadership retreats and more.

DOT HS 808 976

Item #9P0024

### **Youth Fatal Crash and Alcohol Facts**

This annual publication provides information about the latest statistics regarding alcohol-related fatalities and alcohol use by people ages 15 through 20. It contains pullout graphs and other information for use in presentations.

DOT HS 809 224

Item #2P1089

## **Legislation**

### **Lower Limits for Youth: Evaluation of the Maryland .02 Law**

This 1992 report discusses the effectiveness of Maryland's zero tolerance law.

DOT HS 807 860

Item #7P0040

### **Saving Teenage Lives: The Case for Graduated Driver Licensing**

NHTSA, in collaboration with the National Safety Council, developed an easy-to-understand handbook on graduated driver licensing. The handbook includes a discussion of the problem, stages of graduated licensing, effectiveness of graduated driver licensing, questions and answers, results from the U.S. and other countries, and a model law.

DOT HS 808 801

Item #2P1043

### **State Legislative Fact Sheets**

These fact sheets provide current information on specific legislative topics. Each publication presents legislative status updates, crash, injury and fatality statistics, cost savings estimates, and listings of groups and agencies that support the legislation. The sheets are a quick and simple way to become familiar with a legislative issue and gain direction on how to obtain further information or locate other groups supporting the legislation. State Legislative Fact Sheet Topics for Impaired Driving:

"Administrative License Revocation" (2P0027);  
"Graduated Driver Licensing System" (2P0026).





## Enforcement

### Juvenile Holdover

A pervasive problem reported in most jurisdictions throughout the country concerns detaining juveniles after apprehension for impaired driving or alcohol offenses. In most of these cases, the offense does not require detention but, because of the unavailability of parents, in many instances juveniles must be held. Because of Federal guidelines, juveniles cannot be locked up in adult facilities. It is frequently necessary, therefore, for the arresting officer to “babysit” until a parent can be located, sometimes for hours. Other options would be to deliver the juvenile to a detention center that, in most parts of the country, is a long distance away. Some jurisdictions have developed innovative methods to temporarily hold juveniles in a way that does not require the continued presence of the arresting officer. This project calls for the Council of State Governments to identify these innovative programs, develop guidelines for other communities to replicate (now under development) and provide training to interested communities. The Office of Juvenile Justice and Delinquency Prevention, Department of Justice, has joined NHTSA in this effort and sponsors training with States.

DOT HS 809 260

Item #2P1090

### Zero Tolerance Laws for Youth: Four States’ Experience

This report summarizes the results of a project designed to describe and evaluate zero tolerance drinking driving laws for youth in four States. These laws prohibit driving by persons under 21 at a Blood Alcohol Concentration (BAC) over .00, .01, or .02 (depending on the State) in contrast to the levels set for adults at .08 or .10. The States studied were

Florida, Maine, Texas and Oregon. Two of the States, Maine and Oregon, adopted such laws in the early 1980s and modified them in the mid-1990s to make them more stringent. Texas and Florida adopted zero tolerance laws in the late 1990s.

DOT HS 809 053

Item #7P0146

### Youth DWI and Underage Enforcement Manual

This manual addresses the issue of underage alcohol consumption and youth DWI enforcement. It includes enforcement strategies, guidelines and implementation tips for use by law enforcement officers.

DOT HS X0522

Item #4P0068

DOT HS X0575

Item #4P068A

### State Alcohol Beverage Control Agencies’ Approach to Community Underage Drinking Problems

NHTSA, in cooperation with the Pennsylvania Liquor Control Board, is conducting a demonstration program that will result in a manual for State ABC officials. This manual describes strategies that State ABC agencies can use to assist college communities in dealing with underage drinking. Watch for the information on their web site at [www.lcb.state.pa.us/edu/](http://www.lcb.state.pa.us/edu/)

### Strategies for Success: Combating Juvenile DUI

This booklet discusses the role criminal justice professionals can play in developing a coordinated approach to handling juvenile alcohol and impaired driving offenses. It is based on the experience of five demonstration sites in a project jointly funded by NHTSA and the Department of Justice’s Office of Juvenile Justice and Delinquency Prevention.

DOT HS 808 845

Item #2P1058





### **Best Practices — Alcohol Retail Strategies to Reduce Underage Sales**

This manual contains descriptions of programs to reduce the sale of alcohol to minors throughout the nation. These programs were judged to be the most promising by a panel of alcohol beverage control officials.

DOT HS 808 618

Item #2P1037

### **Prosecution, Adjudication and Treatment Juvenile Court Judges Training**

A training manual and workshop series is being developed by the National Council of Juvenile and Family Court Judges under a NHTSA grant. The workshop will focus on the actions judges can take on and off the bench to reduce impaired

driving by youth. The training manual is being updated to include drug-impaired driving issues. Additionally, the video *Beyond The Bench* discusses the role judges can take outside of the courtroom. For more information log onto [www.ncjfcj.unr.edu](http://www.ncjfcj.unr.edu) or call (775) 784-1663.

### **Teen Courts**

NHTSA, in partnership with the Department of Justice, has produced a manual, *Peer Justice and Youth Empowerment — An Implementation Guide for Teen Court Programs*, and training program to assist communities in developing teen court programs. These are actual courts which decide sanctions for youthful offenders. These programs have provided effective methods of dealing with underage drinking and some traffic offenses, getting youth involved in solving the problem and lessening the regular court workload.

DOT HS 808 804

Item #2P1028

### **Community How to Guides on Underage Drinking Prevention**

This series of nine manuals was developed by the National Association of Governors' Highway Safety Representatives (NAGHSR) in cooperation with NHTSA, to assist community coalition members and prevention specialists with the fundamental components of planning and implementing a comprehensive prevention program targeting underage drinking. Topics addressed in the guides include coalition building, needs assessment and strategic planning, evaluation, prevention and education, underage enforcement, public policy, media relations, self-sufficiency and available resources. Each guide is brief, easy to use, and includes useful tools and additional resources. 423 pages.

To order, contact NAGHSR at (202) 789-0942 or check NHTSA's web site at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

DOT HS 809 209

Item #2P1059





## National Organizations for Youth Safety

The NOYS (National Organizations for Youth Safety) coalition is a collaboration of over 40 national, youth-serving organizations such as Students Against Destructive Decisions (SADD), including non-profit organizations such as Mothers Against Drunk Driving's Youth in Action Program (MADD) and government agencies including the Department of Transportation. The NOYS network promotes collaboration at the national, State and local levels with emphasis on highway safety, violence prevention, alcohol, tobacco and other drug issues among youth ages 5 to 24.

## Mission

The mission of NOYS is to marshal resources and build synergistic partnerships that save lives, prevent injuries and promote healthy and safe lifestyles among youth. Programs incorporate five major goals in achieving these objectives:

- Empowerment
- Communication
- Collaboration
- Initiation
- Organization

## Leadership

In 1995, NOYS instituted a rotating steering committee of five to seven people with a minimum of one youth representative sitting on the committee. The purpose of the steering committee is to set meeting agendas and facilitate meetings. In addition, this committee also makes interim decisions and/or recommendations on issues arising between NOYS meetings.

The coalition meets in a round-table forum approximately four times per year with the National Highway Traffic Safety Administration (NHTSA) acting as convener.

## Agenda

The membership of the NOYS organization has invested their valuable time wisely over the past few years. Lively exchanges between the members brought forth the best ideas and, piece by piece, a substantive mission statement and vision was created. Today, NOYS has initiated within its ranks several collaborative efforts, including:

- [www.noys.org](http://www.noys.org) — the official internet web site.
- New Year's Eve NOYS 2001 — New Year's Eve party planner and workbook.
- *Speak Out and Make NOYS* — step by step health and safety project manual for youth activism.

NOYS members have established these models to be used for other youth-collaborative efforts. The informational guides help youth make a difference in their own communities by providing ideas and how-to advice.

For more information about NOYS, its programs or its partners, check out [www.noys.org](http://www.noys.org)



# NOTES





DOT HS 809 270  
July 2001



U.S. Department  
of Transportation  
**National Highway  
Traffic Safety  
Administration**

**NTSA**  
People Saving People  
[www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)